

▲
→
→

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

ROMNEY FOR PRESIDENT:PO BOX 149756:BOSTON, MA 02114:857-288- 3500:SPENCER ZWICK FINANCE CHAIR SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	M	6A-7A	WAKE UP	:30	\$450.00	09/10-09/10	2	1	2	\$900.00	
				Buyline Comment: WAKE UP								
	2	F	6A-7A	WAKE UP	:30	\$450.00	09/07-09/07	2	1	2	\$900.00	
				Buyline Comment: WAKE UP								
	3	F	7A-9A	TODAY SHOW	:30	\$550.00	09/07-09/07	2	1	2	\$1,100.00	
				Buyline Comment: TODAY SHOW								
	4	M	7A-9A	TODAY SHOW	:30	\$550.00	09/10-09/10	2	1	2	\$1,100.00	
				Buyline Comment: TODAY SHOW								
	5	M	9A-10A	TODAY SHOW II	:30	\$200.00	09/10-09/10	2	1	2	\$400.00	
				Buyline Comment: TODAY SHOW II								
	6	F	10A-11A	TODAY SHOW III	:30	\$200.00	09/07-09/07	2	1	2	\$400.00	
				Buyline Comment: TODAY SHOW III								
	7	M	10A-11A	TODAY SHOW III	:30	\$200.00	09/10-09/10	2	1	2	\$400.00	
				Buyline Comment: TODAY SHOW III								
	8	F	11A-12P	RACHEL RAY	:30	\$200.00	09/07-09/07	2	1	2	\$400.00	
				Buyline Comment: RACHEL RAY								
	9	M	11A-12P	RACHEL RAY	:30	\$200.00	09/10-09/10	2	1	2	\$400.00	
				Buyline Comment: RACHEL RAY								
	10	M	12P-1230P	NEWS	:30	\$275.00	09/10-09/10	2	1	2	\$550.00	
				Buyline Comment: NEWS								

Station KSNV-TV LAS VEGAS, NV. Agency () AMERICAN RAMBLER PRODUCTIONS Rep Firm () PHILADELPHIA
 Advertiser () ROMNEY 4 PRESIDENT 138 CONANT STREET Sales Office () AMY MCCREARY
 Product ROMNEY FOR PRESIDENT BEVERLY, MA 02494 Salesperson ()
 Estimate# 361 Agency C/P1/P2/E //361 Salesperson Phone# 215-568-6540
 Buyer STEPHANIE KINCAID Flight Dates 09/07/2012 - 09/10/2012 Salesperson FAX# 215-568-1845
 Phone# Hiatus Weeks
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	F	12P-1230P	NEWS	:30	\$275.00	09/07-09/07	2	1	2	\$550.00	
				Buyline Comment: NEWS								
	12	F	1P-2P	NEWS	:30	\$275.00	09/07-09/07	2	1	2	\$550.00	
				Buyline Comment: DAYS								
	13	M	1P-2P	NEWS	:30	\$275.00	09/10-09/10	2	1	2	\$550.00	
				Buyline Comment: DAYS								
	14	F	2P-3P	NEWS	:30	\$175.00	09/07-09/07	2	1	2	\$350.00	
				Buyline Comment: DRS								
	15	M	2P-3P	NEWS	:30	\$175.00	09/10-09/10	2	1	2	\$350.00	
				Buyline Comment: DRS								
	16	F	3P-4P	NEWS	:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
				Buyline Comment: DR. PHIL								
	17	M	3P-4P	NEWS	:30	\$300.00	09/10-09/10	2	1	2	\$600.00	
				Buyline Comment: DR. PHIL								
	18	M	4P-430P	NEWS	:30	\$350.00	09/10-09/10	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	19	F	4P-430P	NEWS	:30	\$350.00	09/07-09/07	2	1	2	\$700.00	
				Buyline Comment: NEWS								
	20	F	430P-5P	NEWS	:30	\$450.00	09/07-09/07	2	1	2	\$900.00	
				Buyline Comment: NEWS								
	21	M	430P-5P	NEWS	:30	\$450.00	09/10-09/10	2	1	2	\$900.00	
				Buyline Comment: NEWS								

3 of 5

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	F	5P-630P	NEWS	:30	\$725.00	09/07-09/07	2	1	2	\$1,450.00	
			Buyline Comment: NEWS									
	23	M	5P-630P	NEWS	:30	\$725.00	09/10-09/10	2	1	2	\$1,450.00	
			Buyline Comment: NEWS									
	24	F	630P-7P	JEOPARDY	:30	\$725.00	09/07-09/07	2	1	2	\$1,450.00	
			Buyline Comment: JEOPARDY									
	25	M	630P-7P	JEOPARDY	:30	\$725.00	09/10-09/10	2	1	2	\$1,450.00	
			Buyline Comment: JEOPARDY									
	26	F	7P-730P	WHEEL	:30	\$725.00	09/07-09/07	2	1	2	\$1,450.00	
			Buyline Comment: WHEEL									
	27	M	7P-730P	WHEEL	:30	\$725.00	09/10-09/10	2	1	2	\$1,450.00	
			Buyline Comment: WHEEL									
	28	M	11P-1135P	NEWS	:30	\$750.00	09/10-09/10	2	1	2	\$1,500.00	
			Buyline Comment: NEWS									
	29	F	11P-1135P	NEWS	:30	\$750.00	09/07-09/07	2	1	2	\$1,500.00	
			Buyline Comment: NEWS									
	30	M	1135P-1235A	TONIGHT SHOW	:30	\$250.00	09/10-09/10	2	1	2	\$500.00	
			Buyline Comment: TONIGHT SHOW									
	31	F	1135P-1235A	TONIGHT SHOW	:30	\$250.00	09/07-09/07	2	1	2	\$500.00	
			Buyline Comment: TONIGHT SHOW									
	32	SA	6A-7A	NEWS	:30	\$200.00	09/08-09/08	2	1	2	\$400.00	
			Buyline Comment: NEWS									

Station KSNV-TV LAS VEGAS, NV.
 Advertiser () ROMNEY 4 PRESIDENT
 Product ROMNEY FOR PRESIDENT
 Estimate# 361
 Buyer STEPHANIE KINCAID
 Phone#
 Fax#

Agency () AMERICAN RAMBLER PRODUCTIONS
 138 CONANT STREET
 BEVERLY, MA 02494
 Agency C/P1/P2/E //361
 Flight Dates 09/07/2012 - 09/10/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	SA	7A-9A	Buyline Comment: SAT TODAY	:30	\$325.00	09/08-09/08	2	1	2	\$650.00	
	34	SA	5P-630P	Buyline Comment: NEWS	:30	\$350.00	09/08-09/08	3	1	3	\$1,050.00	
	35	SA	630P-7P	Buyline Comment: JEOPARDY	:30	\$350.00	09/08-09/08	1	1	1	\$350.00	
	36	SA	11P-1135P	Buyline Comment: NEWS	:30	\$750.00	09/08-09/08	2	1	2	\$1,500.00	
	37	SA	5A-530A	Buyline Comment: NEWS	:30	\$1,250.00	09/08-09/08	1	1	1	\$1,250.00	
	38	SA	530A-6A	Buyline Comment: NEWS	:30	\$1,250.00	09/08-09/08	1	1	1	\$1,250.00	
	39	SU	6A-7A	Buyline Comment: NEWS	:30	\$185.00	09/09-09/09	1	1	1	\$185.00	
	40	SU	7A-8A	Buyline Comment: SUN TODAY	:30	\$325.00	09/09-09/09	1	1	1	\$325.00	
	41	SU	8A-9A	Buyline Comment: MEET THE PRESS	:30	\$1,900.00	09/09-09/09	1	1	1	\$1,900.00	
	42	SU	9A-930A	Buyline Comment: NEWS	:30	\$250.00	09/09-09/09	1	1	1	\$250.00	
	43	SU	930A-10A	Buyline Comment: CHRIS MATHEWS	:30	\$250.00	09/09-09/09	1	1	1	\$250.00	

Station KSNV-TV LAS VEGAS, NV. Advertiser () ROMNEY 4 PRESIDENT Product ROMNEY FOR PRESIDENT Estimate# 361 Buyer STEPHANIE KINCAID Phone# Fax#	Agency () AMERICAN RAMBLER PRODUCTIONS 138 CONANT STREET BEVERLY, MA 02494 Agency C/P1/P2/E //361 Flight Dates 09/07/2012 - 09/10/2012 Hiatus Weeks	Rep Firm Sales Office () PHILADELPHIA Salesperson () AMY MCCREARY Salesperson Phone# 215-568-6540 Salesperson FAX# 215-568-1845
---	---	---

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SU	11P-1135P	NEWS	:30	\$750.00	09/09-09/09	2	1	2	\$1,500.00	
Buyline Comment: NEWS												

---REPORT TOTALS---

Report Totals: 81 / \$36,860.00

---SALES MONTHLY TOTALS---

Sep 12: 81 / \$36,860.00
 Sales Totals: 81 / \$36,860.00
 Station Totals: 81 / \$36,860.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$184,300	CATV 0%	KBLR 0%	KINC 0%	KLAS 25%	KSNV 20%
		KTNV 27%	KTUD 0%	KVCW 1%	KVMY 6%	KVVU 21%
		XXXX 0%				

---COMPETITIVE COMMENTS---

SHARES ESTIMATED

Books NOV12
 Demos RA35+

---CREDIT RISK---

CASH IN ADVANCE